



How often do you purchase products because the packaging indicates the item is “natural” or “organic?” The sad truth is most of the packages you found in your favorite department store or on the shelves of your grocer’s health food aisle are misleading you.

Beauty with a Cause (b-cause) is committed to offering you products that really have natural ingredients at an affordable price. We want you to make the “better” choice by making it easy and affordable to purchase products that have been carefully selected for the safety of their ingredients. Many products are totally organic and none of them contain items listed on the ingredients to avoid list. Further, no product has been tested on animals.

Welcome to the search for a better future for women everywhere. Perhaps you are just starting out on your path to find healthy solutions or perhaps you have been searching for quite some time, either way, here is one invaluable tool to help you on your journey.

There are no guidelines on when you can term an item natural or organic. A product can have one natural/organic ingredient making up a mere 1% of the product and be allowed to claim the natural

feature. Think about what this mean, this product is 1% natural and 99% questionable. Would you still buy it?

That is the reality of modern day cosmetics. Science has taught us how to replicate natural ingredients by synthetic means producing a less expensive alternative. In some instances the alternative may even appear better – better lather, better smell, better color. What is the cost of “better?” It is your health!

This brochure will help you understand what ingredients are in your favorite beauty products. Listed are the top ingredients to avoid. Check the labels on the products you have at home. How many of the DO NOT have these ingredients in them? If you are like most women you may only have one product or worse yet, NONE.

The FDA claims that even though there are known ingredients in cosmetics that can cause cancer, skin irritation and birth defects (to name a few side effects), these products are “safe” because the amount of each ingredient in the product is very small. Let’s take a closer look at that claim. The average woman uses daily on her face a moisturizer, foundation, eye shadow, blush, mascara, eye liner, loose or pressed powder, lip liner, lipstick, cleanser, eye makeup remover and toner. That’s thirteen potentially dangerous products and we have not even considered what women use on their body, hair and nails. Multiply that by a lifetime of usage and you have enormous exposure to significant amounts of dangerous chemicals. Still think you’re safe?

For every source that advises today’s beauty products are dangerous, there is another source

claiming the products are not harmful. There have not been enough long term studies to provide a definitive answer to either side of the argument but the fact is breast cancer in women has risen steadily through the years. Children are being born with greater occurrences of asthma and ADHD. Something is causing these changes. Could it be the makeup you are using? There are two options. You can wait for research to one day be conclusive and continue taking your chances on the outcome, or you can switch to natural products now and be assured that you are decreasing your exposure to harmful chemicals.

B-cause is a woman-owned small business concerned with providing education and natural alternatives for today’s health and environmentally conscious consumer. An important aspect of b-cause is its commitment to making a difference in the lives of women. Ten percent of the profits from the sale of every product go to help fund research to find a cure through donations to breast cancer ovarian cancer and the scleroderma research foundations. Your purchases will not only benefit you now but perhaps the will help your daughters, mother, and women everywhere have a better future.

Please join the journey to improve the health and beauty of all women.

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## Ingredients to Avoid

Here are the ingredients to be most wary of on labels, and why. For a more complete description of the list below visit

[www.beautywithacause.com](http://www.beautywithacause.com)

Aluminum chlorohydrate - can cause allergic reactions.

Ammonia - can irritate the eyes and skin and can be toxic when inhaled.

Bronopol - Often listed as 2-bromo-2-nitropropane-1,3-diol, can contribute to the formation of cancer-causing nitrosamines, according to the FDA. It can also break down to produce formaldehyde (see below).

Coal-tar colors - coal-tar chemicals are found in many "FD&C" or "D&C" colors used in makeup and hair dye. Causes allergies and irritations, possible carcinogen.

Dibutylphthalate (DBP) - DPB is of particular concern because documented exposures are high and its health effects are potentially very serious. Animal studies show that DBP causes birth defects and harm to male reproductive organs. Other commonly used phthalates include dimethylphthalate (DMP) and diethylphthalate (DEP). Phthalates often "hide" behind the term "fragrance;" choose products labeled "fragrance-free" or that are scented exclusively with pure botanical or essential oils.

Diethanolamine (DEA) - widely used in shampoos, is a suspected carcinogen, and its compounds and derivatives include triethanolamine (TEA), which can be contaminated with nitrosamines -- compounds shown to cause cancer in laboratory animals. Contamination is more likely if the product also contains Bronopol (see above).

Formaldehyde - suspected to be a human carcinogen. The EPA classifies it as a probable human carcinogen. In its liquid state, formaldehyde, present in the ingredients DMDM hydantoin, diazolidinyl urea

imidazolidinyl urea and quaternium-15, can be absorbed through the skin and nails.

Imidazolidinyl urea - can trigger contact dermatitis in sensitive individuals.

Isopropyl Alcohol - People with dry hair or skin will react most poorly with this ingredient, as it pulls additional moisture from the body; may cause headaches, flushing, dizziness, mental depression, nausea, vomiting, narcosis and even coma

Lead - A brain- and nervous-system toxin as well as a known carcinogen and hormone disruptor, lead accumulates in the bones.

Mercury - a tiny amount of this potent nervous-system toxin, which accumulates in the body, is allowed as a preservative in eye-area cosmetics.

Mineral oil - found in many moisturizers, comes from petroleum, a nonrenewable resource.

The parabens - Methyl-, propyl-, ethyl- and butylparaben are the most common preservatives used in cosmetics. Common allergen. potential hormone disruptors.

Peroxide - can irritate the skin of hands and scalp and damage hair and eyes.

Phenylenediamine (PPD) - linked with skin irritations, respiratory disorders and cancers, and is banned in Europe.

Phthalates - Various members of this family of chemical plasticizers have been found to produce cancer of the liver and birth defects in lab animals.

Polyethylene and polyethylene glycol (PEG ingredients) - PEG gives off a chemical called ethylene oxide, which has been linked to cancer of the esophagus, stomach, pancreas, bladder, as well as affecting the brain and central nervous system.

Polysorbate compounds 60 and 80 - can become contaminated with the carcinogen 1,4-dioxane.

Polyvinylpyrrolidone (PVP) - has been found to stay in the body for months. In rats it contributed to tumor development.

Propylene glycol (PG) - can irritate skin in sensitive individuals. Material Safety Data Sheets warn against skin contact, as PG has systemic consequences such as brain, liver and kidney abnormalities. PG contains ethylene glycol, which is the same active component found in antifreeze, with warning labels about risk of death from ingestion.

Quaternary ammonium compounds - can irritate the skin and eyes. Quaternium-15 causes more dermatitis complaints than any other preservative, according to the American Academy of Dermatology.

Sodium laureth sulfate (SLES) and sodium lauryl sulfate (SLS) - **possibly the most dangerous of all ingredients in personal care products.**

Research has shown that SLS when combined with other chemicals can be transformed into nitrosamines, a potent class of carcinogens, which causes the body to absorb nitrates at higher levels than eating nitrate contaminated food." According to the American College of Toxicity report, other studies have indicated that SLS easily penetrates through the skin and enters and maintains residual levels in the heart, the liver, the lungs and the brain. \*

Talc - has a structure similar to that of asbestos, which has been linked to lung and ovarian cancers. The Journal of Epidemiology published a study showing that frequent use of talcum powder on the genital area could increase the risk of ovarian cancer by as much as 80 percent.

Toluene - It is a nervous-system toxin.

Triclosan - is linked to antibiotic-resistant disease, says the Alliance for the Prudent Use of Antibiotics ([www.apua.org](http://www.apua.org)).

### Sources:

The Green Guide's The Good, the Bad & the Ugly, [www.thegreenguide.com](http://www.thegreenguide.com)

Burgundy Soap, Toxic Skin Care, [www.burgandysoap.com](http://www.burgandysoap.com)